DEALER SECTION OF Electricity on the Farm

With which is consolidated The RURAL ELECTRIC DEALER. Established 1920. The only publication devoted exclusively to the electrification of towns and farms and reaching the power companies and electric dealers serving this rapidly developing rural market.

Vol. 2 OCTOBER, 1929 No. 10

Don't Overlook the Seasonal Appeal

Halloween will soon be along, followed a month later by Thanksgiving and then by Christmas, another month further on. Dealers have found a mighty effective means of stimulating business by directing campaigns around these holidays.

For example, Halloween represents the end of the harvest season and the time of the year when preparations usually get under way for winter. The suggestion of Halloween celebration with new household electrical equipment may prove very effective in making sales.

In a like manner, the celebration of Thanksgiving may be suggested with the thought "Put in that new electric range, that electric water system, etc., for Thanksgiving and give the family something to be thankful for." For Christmas, many sales are produced by suggesting elcetrical Christmas gifts for friends and relatives located on electrified farms.

Concentrating sales efforts in such a manner as to feature these holidays will strike a respondent chord in many of your prospects and will develop new customers, not only for the equipment you are now suggesting, but for other electrical appliance needed not only in the home but for work around the farm in the future.

Give your sales literature a holiday aspect and you'll find it develops interest not only among the farmers, but among the members of their households as well.

The time is ripe for you to plan your activities for the balance of the year. Remember, if you do not take the lead someone may beat you to it and you'll find yourself following instead of leading.

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*ELECTRICITY ON THE FARM (except this "Dealer Section," printed on tinted paper) has already been placed in the hands of more than 130,000 farmers along the rural lines operated by more than 200 power companies. Hence the articles you find in this copy will be read, or have already been read, by many of the farmers in your territory. You are, therefore, in a position to approach these farmers on the subjects with which they are familiar. Your way is paved for increased sales of electrified farm equipment.

Every RURAL DEALER and SERVICE MAN needs this HANDBOOK

THE successful application of electricity to farm and rural household applications is dependent on correct and adequate wiring.

Here is the whole story for you—

a complete treatise on farm wiring just published by the Committee on the Relation of Electricity to Agriculture. Technical details are explained in simple language. All important farm buildings are included.

Your success as a dealer or service man in this field hinges on your ability to give sound advice and to do satisfactory work—and to make sure that the farmers future as well as present needs have been taken care of.

For a limited time we are giving this book FREE with a two-year subscription to the Dealer Edition of Electricity on the Farm. The price of both is only $1.00—fill out the coupon today.

80 Pages
Fully Illustrated
Substantially Bound

FREE

This 50c hand book, published by the Committee on the Relation of Electricity to Agriculture will be given away for a limited time with a two year subscription to Electricity on the Farm (Dealer Edition). For One Dollar ($1) you get this 80 page volume and 24 issues of ELECTRICITY ON THE FARM. —$1.50 worth for $1.00. Act now. This offer good only for a limited time.

To ELECTRICITY ON THE FARM, 225 W. 34th St., New York City.
I want to be able to tell my rural prospects how to wire their farm, so please send me ELECTRICITY ON THE FARM each month for two years, and a free copy of C.R.E.A. Bulletin. Vol. 5, No. 1, the total cost of which is to be $1.00, for which I enclose check—money order—stamps.

Name .....
Address .....
Business .....

GUARANTEED "Cost per month of Service"

The New Plan that's a Winner

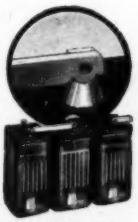
HERE'S the selling plan for Glass Jar Type of batteries that means more battery sales—no dissatisfied customers — no arguments — no profit-eating, no unfair adjustments.

You guarantee to a customer *in advance* the maximum amount his battery service will cost per month. (as low as $1.75 per month according to type of battery). Adjustments are made when necessary according to a definite scale which the customer understands at the time of purchase.

This new and finer plan practically wipes away sales resistance. You sell more batteries and make better profits. Your customers are 100% satisfied and there are never any arguments.

Get full details of this up-to-the-minute, successful sales plan. Ask your nearest wholesaler, or write us.

GLOBE-UNION MFG. CO.
22 Keefe Avenue Milwaukee



A selling feature — improved connectors! Big connectors reduce resistance and prevent heating and loss of current.

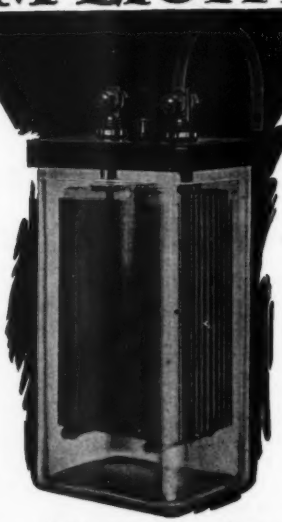
"The Better Battery"

GLOBE

MADE EVEN BETTER

WESTERN Cable LONG LIFE BATTERIES

FARM LIGHTING



Five year guarantee

Extra heavy reinforced cover

Heavy-duty plates

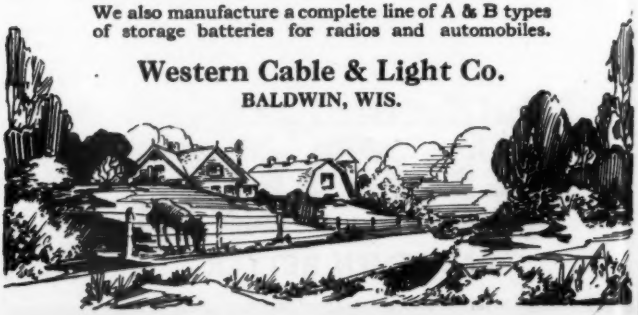
Ample sediment space

Write for Attractive Agency Offer

We want to tell you how this battery will double your present business. Write us for proposition.

We also manufacture a complete line of A & B types of storage batteries for radios and automobiles.

Western Cable & Light Co.
BALDWIN, WIS.



House-to-House Canvassing for Farm Pump Prospects

This Utah Concern Sells an Average of 30 Electric Water Pumps to Farmers by Consistent House-to-House Canvassing

BY RUEL MCDANIEL

IT has been proven repeatedly that house-to-house canvassing for electrical appliance prospects is profitable in cities and towns; but what of the country?

The experience of the J. Henry Jones Company, Salt Lake City, Utah, has a lot to say about that. This firm sells on an average of 30 electric water pumps for farm use every month; and these sales are possible primarily through house-to-house canvassing.

"Naturally there is a certain amount of lost motion in canvassing door to door in the country," declares J. Henry Jones, manager of the firm, "but in what form of selling is there not a considerable amount of wasted effort? We have tried selling to farmers primarily through relying for our prospects on information supplied by others. We should secure the name of a man whom we had been reliably informed was a prospect for a water pump, only to find, in a lot of cases that he either was not a prospect at all or had moved somewhere else in the meantime.

Canvassing Most Efficient

"We naturally depend to some extent upon tips given us by our satisfied customers; but for consistent creation of real prospects, we have found nothing quite as efficient as actual house-to-house canvassing. In the long run, that represents the least amount of lost effort in comparison to the results gained, of any plan we have tried for tracking down logical farmer prospects."

The pump salesmen pass up very few farm houses. They usually start down a certain road, and they call at every house on the route, unless they come upon a shack now and then that is obviously no market. "It is not always easy to guess whether or not a farm home represents a potential electric pump user," Mr. Jones stresses. "The exterior appearance of a house does not always indicate its interior. There are a lot of farmers who do not take so much interest in the outside appearance of their places as they do of the comfort and convenience inside. We have made pump sales in highly unexpected places."

Each salesman carries at all times a supply of prospect cards, which he uses whenever he finds a farmer who seems from his conversation to be actually or potentially a prospect for an electric pump. The cards are printed for hasty use, and when filled out, they give the following information: Name of prospect, his address, date first called upon, name of salesman who called upon him, type of pump he seemed interested in, suggested date of second call, price quoted for pump and installation, and further remarks as are necessary to give a complete history of the prospect.

If the farmer seems interested, the salesman makes a note on the card instructing the firm to send him advertising matter regularly concerning the pump.

These cards are turned in at the office and filed away. Where the salesman indicates in his report that the prospect should be called upon at some specific date in the future, the card turns up a few days in advance of that time, so that the salesman may be reminded

amply in advance to see the prospect again on the date indicated.

"Much of the value of these prospect cards depends upon the consistency with which we use them to send out advertising matter," Mr. Jones stresses. "Farmers read advertising more closely than the average man in town: and we find that we receive a high degree of response to the average piece we send out to our list of prospects secured through house-to-house calling.

Overcoming Sales Resistance

"By following up these reports with a regular mailing, either of material furnished to us by the manufacturers or with personal letters, we find that we are able to keep the farmer thinking of the pump and thereby gradually break down the resistance which he may have shown when the salesman called originally. Invariably, we find that where we have sent advertising regularly to the prospect, he is in a more receptive mood when the salesman calls the second time than he was upon the initial visit."

The company's "sampling" plan makes house-to-house canvassing still more efficient. Each pump salesman carries a working sample of the article right with him.

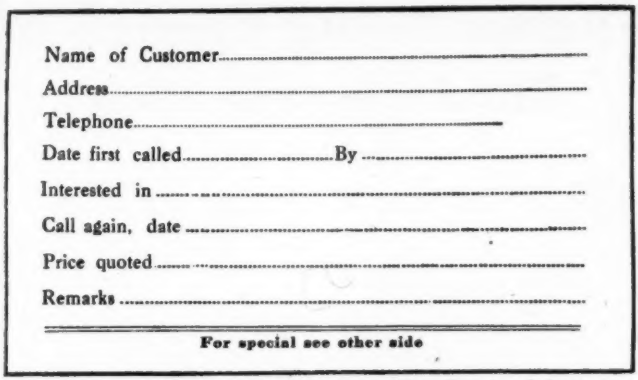
This is attached to the back of a Ford roadster with the rear section of the body removed. It has two lengths of hose in place. When the salesman stops at a farm home and announces his business, he asks permission to show the farmer just how the pump operates. He backs the car up to the well or reservoir, or whatever is the source of the prospect's water supply. He lowers one length of hose into the water. The other extends out some ten feet and has a spray attachment on the end.

There is attached to the pump a long electric cord, amply lengthy to extend into the house and attach to any convenient socket.

With the pump thus hooked up, the salesman turns the switch and starts the outfit working. The power of the spray is convincing.

"This demonstration has sold a number of pumps for us to men who previously had actually refused to talk to our salesmen," Mr. Jones declares. "When we strike a farmer whom we have reason to believe could buy a pump if he wanted it, but refuses to talk

Here Is the Jones Store and Showroom



Name of Customer.....

Address.....

Telephone.....

Date first called.....By.....

Interested in.....

Call again, date.....

Price quoted.....

Remarks.....

For special see other side

Jones Provides all of his Salesmen with a Supply of these Prospect Information Cards

to a salesman, the latter then suggests that he at least would like to show the rest of the family what the outfit will do. He puts it up to the prospect in such a manner that he cannot easily refuse to permit the demonstration. Then once he and his family see what the pump will do, he is ready to listen to something about its cost and the details of its performances. These demonstrations have closed many 'hopeless' deals for us.

"We would not attempt to sell pumps without some such a means of 'sampling' them. It is difficult for a salesman to tell a farmer just what an outfit will do, in a way that the prospect will appreciate it fully. The sample and demonstration leaves nothing to the imagination."

Sales Efforts Along Power Lines

The company confines its country sales efforts primarily along the routes of power lines. Mr. Jones works closely with the local power company. He has an agreement whereby they will notify him of the route of each new line to be constructed through the country. The Jones organization then goes out along the proposed route and presents whatever appliances it may be featuring at the time.

"By getting after the farmers even before they have signed up to take electrical service," Mr. Jones declares, "we are able to help the light company and the farmers as well as ourselves. When these rural users contract for electrical service, they must agree to consume a minimum amount of 'juice' per month and sometimes they are required to pay a pro rata part of the cost of the line to their places. The kilowatt hour cost of power and the actual amount to be paid to cover the cost of laying the line varies according to the number and size of appliances the user has in his home. The greater the consumption of electricity, the lower the cost per unit.

"By pointing out these facts to the farmer in a way that he will understand them, we find it a lot easier to sell him a water pump before he has signed for his service, and thereby enable him to secure a more favorable rate. We actually help the power company to sell its services by pointing out the desirability of increasing the individual prospect's consumption and thereby justifying his signing for the connection. It is easy to make a man see that the more appliances he uses, the easier he can afford electrical service."

The company confines its operations to a radius within 30 to 40 miles of Salt Lake City, so that all customers are within servicing distance. Mr. Jones stresses that

(*Continued on page D 24*)

Virginia Making Progress in Rural Electrification

By CHARLES E. SEITZ

THE cooperative rural electrification movement which was launched in Virginia in 1914 with the organization of the Virginia Committee on the Relation of Electricity to Agriculture has made considerable progress to date. In a survey made in 1926 it was estimated that there were approximately 1,500 farmers receiving electric service from the Electric Utilities. Today there are probably in excess of 6,000 farmers getting electric service from this source. With the adoption of a standard State wide plan for making rural line extensions much more rapid progress is looked for in the next few years.

After a two year period of intensive investigation on a rural experimental line and a State wide survey of the status of electricity in Virginia's agriculture, conducted by the department of agricultural engineering of the Virginia Polytechnic Institute, the rural electricification committee was convinced that rural electricifiation in Virginia was practical and desirable. An educational program was therefore outlined, which in brief, was as follows: (1) That contacts should be made with all the Power Companies in the State with the purpose of inducing them to organize rural service departments and employ trained agricultural engineers for these departments; (2) That agricultural engineers should be trained by the Virginia Polytechnic Institute for the Power Companies; (3) That investigations should be conducted in different sections of the State and in different types of agriculture; (4) That rural electrification demonstration farms should be established, publications on the use of electricity in agriculture should be prepared, and rural electrification short courses for the training of Electric Power Company representatives should be held at least once a year.

Power Company

Since this program was put into effect, the four leading Power Companies have established rural service departments and have employed seven agricultural engineering graduates of V.P.I. Special courses in rural electrification are now given to all students in agricultural engineering at V.P.I. and an increasing number of these students are deciding on rural electrification as their life work. Investigations on various applications

Those in Attendance at This Year's Short Course in Rural Electrification at Virginia Polytechnic Institute

of electricity to Virginia's agriculture are being conducted by the agricultural engineering department. Demonstration farms are being selected and a bulletin on "Electricity on Virginia's Farms" is being prepared. In June of this year a rural electrification short course was held at the college for representatives of the Power Companies. Approximately 75 Power Company officials attended this three day short course and were unanimous in their desire to have this course made an annual event.

Lack of Uniformity a Handicap

While considerable progress has been made in making rural line extensions the work has been handicapped by the lack of any uniformity as to methods of making rural line extensions. The plans of the different companies differed radically and some companies had several different plans in operation. This lack of conformity resulted in confusion, misunderstandings and served as a serious obstacle to the educational program being conducted. Early this year the Governor of Virginia called a conference of all interested in rural electrification. At this conference a committee of six was appointed by the Governor to work out a standard State wide plan for making rural line extensions. This ommittee in turn appointed an auxiliary committee of six technical men familiar with rural electrification problems. Three members of this auxiliary committee were representatives of the Power Companies and three represented the State. After a careful study of plans in use in other States this auxiliary committee worked out a plan somewhat similiar to the Pennsylvania plan. Briefly this plan is; The Utility will construct and thereafter operate and maintain, at its own cost, line extensions required to serve any consumer or consumers who shall guarantee a monthly payment to the company for servcie supplied under appropriate rates equal to a certain per cent of the construction cost of the line. For example, with a two per cent (2%) guarantee, on one mile of line serving five consumers and costing $1,000 to construct, the monthly guarantee will be $20 or $5 for each consumer.

2.3 K. V. Rural Line, 30 ft. Creosoted Pine Poles, 300 ft. spans, No. 4 H. D. Bare Wire, in Hanover County, Virginia

New Plan Satisfactory

This guarantee is made for a period of anywhere from one to four years, according to the wishes of the Utility and the consumer. The length of the contract period will depend on the per cent of construction costs. Naturally the minimum guarantees will be higher on a short time contract than on a long time contract. Whenever in two consecutive years, the sum of the income from a line is equal to the cost of the line, the initial contract guarantee will be waived by the company and further operations will be on standard terms and tariffs. When it is understood that heretofore most of the Virginia companies would not make rural line extensions unless the consumer put up the entire cost of the extensions, the advantages of this new plan to the farmer are evident. The larger companies are also satisfied with this plan. After

Rural service truck used by the Virginia Electric & Power Company for rural service promotion work. Equipment includes: electric range, water system, refrigerator, chore motor, shop equipment and household appliances

the Committee made its report on the proposed plan one of the large companies announced that it would spend $1,000,000 this year on new rural line extensions.

In submitting the proposed plan for extension of rural lines and a standard contract, the auxiliary committee reported to the Joint Special Committee as follows:

The Four Essentials

Four elements are recognized as necessary in the pioneer working out of the problems of rural electrification. These are:

1. A. *Rural Consumers educated* to the practical use of electricity in the operations of the rural home and business.

2. B. *Utility or other Agencies* to supply electric current, under conditions as favorable as possible to the rural consumer and in sympathy with his problems. These are represented by the several supplying utility companies.

3. C. *An Educational Agency* in the field of rural electrification which can on the one hand instruct and guide the farmer in the use of electricity and at the same time assist the utility companies in understanding and working out the problems of serving the rural consumers of electricity. The Agricultural Engineering Department of V.P.I. is regarded as the agency best suited to perform this function.

The need for a distinctive educational agency to promote and aid rural electrification and to stand in an impartial position between the consumers and the utility companies in dealing with the practical engineering problems of rural electrification is expressed in the general functions of V.P.I. as represented by its department of Agricultural Engineering. That department, together with its contacts with the Agricultural Extension Service and the County Agricultural Agents, is preeminently adapted to perform this educational service.

4. D. *A Supervisory and Judicial Agency* through which policies and methods of extending rural electrification may be laid down and through which the operation of utilities may be supervised and checked as occasion may require. The State Corporation Commission is the State body charged with this function.

The exercise of his supervisory relation of the State Corporation Commission is effected by means of a declaration of policies, expressed in rules or orders of the Commission subject of course to provision of the Constitution and the common and statute laws of the State. Such rules relating to the extension of rural electrification should be worked out and presented to the Commission for its consideration. The first function of this Committee is, therefore, to draft such a rule.

5. *Proposed Plan for Extension of Rural Lines.*

Your Auxiliary Committee has prepared a plan for the extension of rural lines, in the form of a rule to be adopted by the State Corporation Commission as a part of its Rules for the Government of Electric Light and Power Utilities.

6. *Standard Plan for Extension of Line into New Areas.*

Based upon the proposed plan for the Corporation Commission for rural extensions, a set of Standard Rules for Extension of Line into New Areas, for adoption by Utilities, has been worked out.

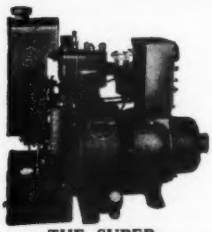
7. *Standard Contract.* If the standard rules mentioned above are adopted by the Utilities and are made a part of their contract for line extensions, it is the opinion of the Auxiliary Committee that it is not necessary to attempt to formulate the exact language of the contract that may be made by a Utility with new consumers. It is possible that the different situations of Utilities may make some differences in the terms of these contracts, within the limits of the standard rules, desirable or necessary. At any rate, the formulation of such a contract is believed to be a step that can be deferred.

8. *Credit to Earlier Committees.*

In presenting this report, the Auxiliary Committee feels that due recognition should be given for the assistance it has received from other Committees of the Utilities and Agricultural Agencies that have been at work on these problems of rural extension of electric lines over a period of several years. Those committees had made much progress toward formulating such a plan and this Committee has built its report on the results of their work, embodied in a proposed plan and rules. Full credit for this assistance is accorded to those earlier Committees, namely, the Virginia Committee on the Relation of Electricity to Agriculture and the Rural Exension Committee of the Utility Associaion of Virginia.

This year's agricultural engineering senior class in rural electrification at V. P. I., and instructors. Four members of this class have since been employed by Virginia power companies in rural work

Farmers are
Sunbeam Elect
and Universal



THE SUPER-AUTOMATIC PRINCIPLE

Small batteries carry loads up to 200 watts — plant starts automatically on heavier loads.

In the SUNBEAM ELECTRIC FARM-LITE the farmer and his wife have found the perfect helper—a machine to use with the electric separator, the washing machine, the pump jack and for lights in the house and barn . . . an automatic power machine for every purpose—and one on which they can always rely.

In choosing a battery the Sunbeam engineers chose Universal, the battery built to a standard, and not to a price.

SUNBEAM ELECTRIC FARM-LITE

Starts, Oils, Regulates and Stops Itself

SUNBEAM ELECTRIC MANUFACTURING CO.
Dept. 14, Evansville, Indiana

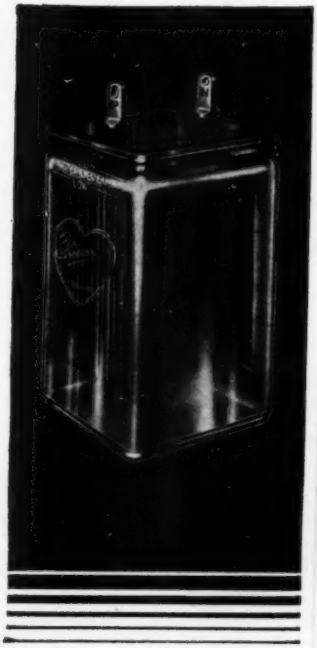
Demanding ectric Farm-Lite rsal Batteries

The Universal Battery is the choice of the farmer for farm lighting and power service—because it is a dependable battery.

The Universal Battery is being constantly improved in design—more water space, extra thick plates and double insulation.

Farmers everywhere are demanding Universals or the Sunbeam-Universal combination.

Universal Batteries and Sunbeam Electric Farm-Lite Plants are money making lines for all dealers to sell. Write for catalogs, prices and complete information



Universal Battery Co.
3414 S. La Salle St.
CHICAGO

UNIVERSAL BATTERIES

"Let There Be Light"

A Supplementary statement on building health and profits from artificial sunshine*

By J. W. D. CHESNEY, M.D., PH.D.

BEFORE advancing another step in our search for knowledge, let us review a little.

The author can furnish a very large number of references, from indisputable and reliable sources to the fact that every statement made in this series of articles is absolutely correct. Among the statements he wishes to reiterate are these:

Dr. J. W. D. Chesney

1. Sunshine, either natural or artificial, fixes iron, phosphorous and lime in the tissues of animals.
2. Natural sunlight cannot be depended on, in this day, to do this work because of shade, window glass, clothing, smoke, dust, etc.
3. Artificial sunlight will fully replace natural sunlight in practically every instance.
4. Natural or artificial sunlight, when shining upon organic fats or upon animal skin, produces Vitamin D.
5. Vitamin D causes the utilization of iron, lime, phosphorous and possibly iodine.
6. The lack of lime produces or characterizes a weakened resistance to diseases—hay fever, rickets, asthma, tuberculosis, cancer, a large percentage of infections such as boils, carbuncles, acne, blood poison and the like.
7. Artificial sunlight or Vitamin D will prevent and in a large percentage of cases cure these diseases, with the possible exception of cancer. The author has tens of thousands of references proving this statement.
8. Cod liver oil cannot be depended on to bring about lime fixation.
9. Vitamin D will not long retain its strength when exposed to light and air.
10. After Vitamin D or cod liver oil is mixed with varying amounts of foodstuffs it can not long retain its full strength because of the large admixture of air.
11. Rickets in human beings is the same as weak leg in poultry and domestic animals. Artificial sunlight, as produced by the carbon arc lamp, will prevent or cure rickets in humans and domestic animals.
12. Artificial sunlight will very greatly increase fertility, size and health in the animals so treated, but more important, will impart health giving properties to the by-products, such as their offspring, eggs, dairy products, etc.

The following abstracted summary of proof is offered for the benefit of rural service men and dealers who wish to read more deeply into the record of clinical results:

Poultry Science, May, 1925—Increased laying and hatchability produced by artificial sunshine.

Bulletin 361-371, Univ. of Wisconsin—Cure of Rickets in Chickens positively proved.

Diewelt am. Sonntag No. 29—Internationally known poultry breeder ob-

*The first of Dr. Chesney's articles on this use of electricity appeared in the September, 1929 "Consumer Edition" of Electricity on the Farm.

tains remarkable results from artificial sunshine.

State of Kansas, Agricultural College—Group of hens treated with artificial sunshine produced 497 eggs in sixteen weeks, hatchability 78.1%. Untreated chickens laid 124 eggs, hatchability 40.4%.

Journal American Medical Assoc., Jan. 2, 1926—Cod liver oil loses its strength rapidly.

American Journal Physical Therapy, Aug. 1925—Artificial sunshine cures rickets.

Literary Digest, Nov. 15, 1925—Egg yokes cure rickets.

Journal A. M. A. July 11, 1925—Remarkable results from ultra-violet light on chickens.

Chicago Tribune, March 9, 1926—Artificial sunshine cures rickets, increases hatchability 45%. Healing rays won't pass through glass.

Journal A. M. A., April 17, 1926—Ultra-violet light greatly increases Vitamin D in egg yokes as well as hatchability.

Dr. Bundesen, in **Popular Mechanics,** July 1927—Food of no value unless accompanied by natural or artificail sunshine.

Report, British Illuminating Engineering Assn.—Artificial sunshine increases laying and hatchability enormously.

Report, before **United States Sanitary Live Stock Association, 1929**—Ultra-violet light increases milk production, egg production, hatchability, growth of animals themselves.

Journal A. M. A. ,Sept. 1926—Sunlight increases vitamines in milk.

Journal A. M. A. March 20, 1926—Chickens and cows should be raised with artificial sunlight during winter months to increase food value.

Journal A. M. A. April 7, 1927—Cod liver oil may produce serious disorders.

Report, U. S. Bureau of Standards—Carbon arc lamp most like natural sunshine.

N. B.—(Next month Dr. Chesney will continue this series with an article giving complete directions for safely and surely increasing the returns from domestic animals.

Wisconsin C. A. E. A. Meets

THE Wisconsin Committee on the Application of Electricity to Agriculture held its annual meeting at Lake Geneva, Wisconsin, on August 29th. Dean H. L. Russell served as Chairman, and Professor F. W. Duffee as Acting Chairman.

The morning session opened with an address of welcome by J. G. Allen, Wisconsin Power & Light Co., Lake Geneva, Wisconsin. The first business topic was "Managing the Rural Electrification Department" by C. C. Bell of the Wisconsin Valley Electric Co. and R. A. Merrill of the North States Power Co.

"Filling the Silo with an Electric Motor" was the second topic presented, and was by William Kunz, of Merton, Wisconsin.

A. B. Barfield, of the Milwaukee Electric Railway & Light Co., Milwaukee, Wisconsin, entertained the gathering with a motion picture entitled "Silo Filling on Farms of the Milwaukee Electric Railway and Light Company." This film showed in a very satisfactory manner methods employed in filling silos, employing electric motors.

Following the motion picture J. C. Schaenzer, Project Leader, Wisconsin Committee on the Application of Electricity to Agriculture, of Madison, Wisconsin, spoke on "Results and Plans for the Rural Electrification Project."

The final paper of the meeting was by Professor F. W. Duffee, Agricultural Engineering Dept., College of Agriculture, Madison, Wisconsin, and covered the subject "Electrical Dairy Refrigeration Research."

The afternoon was given over to an inspection trip of electric dairy refrigeration installations on farms producing grade A milk, near Lake Geneva, Wisconsin. This trip was under the direction of Hebert White, of the Wisconsin Power & Light Co., of Lake Geneva, Wisconsin.

N. B. M. A. Meets October 24-25

Manufacturers of storage batteries will be afforded another opportunity to meet together and discuss with each other the various problems now facing the industry at the annual meeting of the National Battery Manufacturers' Association. Mr. W. J. Parker, Commissioner of the Association, has just completed arrangements at the Hollendon Hotel, Cleveland, Ohio, for the official headquarters during the convention which will be held on Thursday and Friday, October 24th and 25th. The election of officers is planned for Friday afternoon.

Are You Going to Purdue?

Record Registration from All States Expected to Participate in Third Annual Short Course Oct. 10-11-12

WITH the announcement that Hon. Fred S. Purnell, Committee on Agriculture, House of Representatives, Washington, D. C., will be a guest speaker at the banquet following the sessions of Oct. 10, plans have been completed for the Third Annual Short Course in Rural Electrification to be conducted by the Purdue University Agricultural Experiment Station, in cooperation with the Indiana Electric Light Association, Oct. 10-11-12.

Mr. Purnell, a former Indiana football star, is the Representative of the Ninth Indiana District in Congress and one of that body's most active proponents of better farming methods and living conditions. His interest in the annual Purdue conference, despite many pressing duties at the Capitol, typifies the importance of this coming meeting for power company executives throughout the country.

The following changes have been made in the tentative program published in our *September* issue. The afternoon session of Thursday, Oct. 10, will open with a discussion of *"The Value of Grinding Oats for Hogs and Steers,"* with Prof. R. H. Wileman's report on *"Operating the Thresher or Husker-Shredder with an Electric Motor"* moved ahead to 3 P. M. Friday afternoon. Prof. C. W. Carrick will read a discussion on *"Status of Electric Illumination and Irradiation in Practical Poultry Production,"* and Prof. J. H. Hilton will present new data on *"Ground Versus Shredded Corn Stover for Dairy Cattle."* Thursday afternoon, in addition to the subjects previously announced. All papers delivered at afternoon sessions will be limited to one-half hour, with the remaining time for round table discussion.

An informal banquet will be held in the Home Economics Building at 6:30 P. M., Oct. 10, with C. V. Sorenson, President, Indiana Electric Light Association, acting as toastmaster and Arthur Huntington, Iowa Railway & Light Co., Cedar Rapids, Ia., and Mr. Purnell delivering the principal addresses.

Prof. Miriam Rapp, in behalf of the growing interest of farm women in rural electrification will tell of her experience with *"Labor-Saving Equipment in Farm Homes"* as an added feature of the Friday morning program. That afternoon, following talks on *"Electric Brooding," "Mechanical Refrigeration for the Dairy Farm"* and the thresher and husker-shredder experiments, there will be an open discussion of new and unusual uses of electricity on the farm which the past year has brought to the attention of delegates to the conference and research workers of the University. Evening entertainment will be furnished by the Rural Service Committee of the Indiana Electric Light Association.

To Feature Round Table

Encouraged by the record-breaking attendance at last year's sessions on merchandising equipment along the rural lines, the committee in charge has reserved Saturday morning, Oct. 12, for a similar round table. The discussions wlil be led by Mr. J. R. Campbell, Attica Electric Co., Attica, Ind., J. H. Flessner, Detroit Edison Co., Monroe, Mich., Bernard Hines, Indiana General Service Co., Marion, Ind., and W. J. Parvis, Northern Indiana Power Co., Kokomo, Ind.

All meetings will be held in the new Agricultural Engineering Building, also a greatly enlarged exhibit of the latest electrically

operated equipment considered desirable for farm use. The privilege of attending the conference is extended to all who wish to regis-etr, and no fee will be charged for registration. To enable those in charge to provide adequate accommodations it is urged that those planning to attend give advance notice to Prof. Truman E. Hienton, Agricultural Experiment Department, Purdue University, La Fayette, Ind., as soon as possible. He will be glad to furnish any additional information about the accommodations at local hotels, private homes, etc.

As Oct. 12 is "Dad's Day" at Purdue, with the University of Michigan as the feature football attraction at 2 P. M., a block of choice seats for the game, at $3.00 each, has been reserved. Apply early so you can root for Purdue!

Rural Electrification Short Course for Pennsylvania

On October 24th-26th the first annual rural electrification short course in the State of Pennsylvania will be held at State College, Pennsylvania. The short course will be under the joint direction of the Department of Farm Machinery of the State College and the Pennsylvania Joint Committee on Rural Electrification.

Tentative program for the meeting is as follows:

Afternoon Session, Thursday, October 24th.

1:00—Dairy refrigeration. J. E. Nichols, State College, Pa.
1:45—Discussion. Frigidaire Corporation.
2:00—Fruit and vegetable refrigeration. Speaker to be selected.
2:30—Discussion. York Ice Machinery Corp.
2:45—Construction of refrigeration boxes and milk vats. F. G. Hechler, State College, Pa.
3:15—Discussion. Armstrong Cork.
3:30—Discussion. Portland Cement Association.
3:45—Demonstrations of vats and refrigerating equipment.

Evening Session

J. M. McKee Presiding

6:30—Welcome. R. L. Watts, Dean, School of Agriculture, the Pennsylvania State College. National progress in Rural Electrification—Eugene Holcomb, Chairman, Rural Service Committee N. E. L. A., Jackson, Mich.

Accomplishments and problems in Rural Electrification from farmers' standpoint—W. S. Wise.

Accomplishments and problems in Rural Electrification from the power company standpoint—John S. Wise, Jr.

Morning Session, Friday, October 25th.

8:30—Grinding feed with portable motors. H. B. Josephson, State College, Pa.
9:00—Discussion.
9:15—Filling silos and wood sawing with portable motors. R. U. Blasingame, State College, Pa.
9:45—Discussion. B. W. Faber, Westinghouse Electric & Mfg. Co.
10:00—Pumping and piping water to the farmstead. Representative, Goulds Mfg. Co.
10:30—Discussion. Pipe people.
10:45—Milking machines. R. R. Graves, Bureau of Dairying, Washington, D. C.
11:15—Discussion. A. L. Beam.

Afternoon Session

1:30—Value of poultry house lighting. H. C. Knandel.
2:00—Questions.
2:15—Poultry brooding. Geo. W. Kable, National Project.
2:45—Discussion. P. H. Extension representative.
3:00—Incubation.
3:30—Discussion.
3:45—Spray irrigation for market gardening. Gilbert S. Watts, Bellwood, Pa.
4:15—Discussion. Goulds.
4:30—Best practice for adequate farm wiring.
4:45—Discussion. J. R. Haswell.

Evening Session.

7:00—Nutritive value of electric lighting for livestock. R. A. Dutcher, State College, Pa.
7:45—Questions.
8:00—Water heating. West Penn. Power Company.
8:30—Discussion.

Morning Session, Saturday, October 26th.

8:30-12:00—Inspection trip.
(1) College Farms. (2) J. J. Markle Farm: milk refrigerator, deep well water system; milking machine, feed grinder, elevator and mixer; electric range and water heater, and septic tank. (3) Roy Strouse Farm: milk refrigerator with cooling tower and circulating pump. (4) S. B. Wasson: milk refrigerator, serve-yourself-dry box type. (5) J. C. Meyer Farm: milk refrigerator, dry box type, power water system.

Light Plant Dealer Works Harder Than Circus Barker

By WILLIS PARKER

Under the Spreading cottonwood tree
The Light Plant Dealer stands,
Oblivious to elephants, clowns and chimpanzee
And even to loud shrieking bands.

* * *

THE hardest working man at a circus is not the ticket seller or the sideshow barker or the boys or men who water the elephants; nor is the hardest working man at a county fair the secretary or president of the organization. The chances are, if the event is in a small community in central, eastern Wyoming or western Nebraska, that the hardest working man in the vicinity of the circus or the fair will be W. W. Labbo, of Scotts Bluff, Nebraska, a farm light plant dealer. Labbo will be breaking all records for hard work in his efforts to uncover prospects for light plants.

His coupe, with the rear cut out to accommodate a demonstration outfit, will be found parked at a curb in the center of the small town business district. The outfit will be working—lights burning and the water pump demonstrating its ability—and the chances are more than favorable that there will be a crowd of interested persons gathered around to watch the engine and generator at work, the water pouring into the bucket and drawn back again through a rubber hose so as to produce a continuous flow. Labbo's hat will be on the back of his head and a lead pencil will be behind his right ear.

Both ears are wide open to catch any remark from a bystander that indicates he is interested, even to the slightest degree. In one hand is a small booklet of forms on which he may fill in prospects

names and other information. The moment a name gets on one of those forms, the owner of the name is certain to receive a visit from Labbo in the near future.

"Before calling upon the majority of my prospects," Labbo explained, "I give them three mailings, a week apart, as a means of building up the interest that was started when they inspected my demonstration outfit, at the circus or at the county fair, and as a means of reducing sales resistance as much as possible. But I endeavor to get around to all calls within a month from the time I first encountered the prospects.

"I must admit that it is hard work, standing around all day explaining to Tom, Dick and Harry some of the features of the plant, and seldom having an opportunity to carry through with a deal, but the number of prospects I obtain in this manner is worth while. As a rule, it is impossible to close a deal on circus day because the visitors are more interested, at the moment, in the elephants, the living skeletons, fat ladies and others than they are in modern farm lighting equipment."

The writer paused to observe Labbo at work and marvelled at how accommodating, patient and helpful he was. In regard to accommodating the public, Labbo insists that it pays big dividends. He cited the experience of an unusual installation of his demonstration plant at a fair not long ago. It was over in Nebraska, and one of the features of the program for the evening was a boxing match. Right at the critical time, the local power plant broke down and the community was without lights. The men in charge of the first program sought out Labbo—he was easily found because his little plant was demonstrating and there were several lights around the rear of his automobile—and they asked him if he could furnish lights for the boxing match. Without hesitating a second, he replied in the affirmative and it was only a few minutes more before he had hooked his plant onto the wires leading into the arena and the program went on. The master of ceremonies announced to the assemblage that it was through the courtesy and generosity of Mr. Labbo, the light plant dealer, that the program could take place. Labbo made two or three sales later as a direct result of being accommodating.

Michigan Farmers Know Who's Coming!

Ever notice how fast a good story travels, from state to state? Why take a chance on Pullman smokers? Over Detroit Edison way they believe in controlled advertising, and while a good soldier may never look behind, the farmers do! Left to right: Lester Gilmore, of Romeo; Roy White, Port Huron; and Frank Mason, Mt. Clemens—all members of the D. E. Farm Service staff.

Bob's Page

Devoted to Merchandising of Electrical Equipment in Rural Communities

Conducted by Robt. J. Fulton

Pully Sizes, Etc.

THE different machines found on the average farm require different operating speeds and where a chore motor is to be used pulleys on these machines may vary greatly in diameter.

You will find a table of speeds below of the driven machines for various pulley diameters from 3" to 24" with speeds given for 4½ inch and 5½ inch pulleys on the motor:

Pulley on Driven Machine (inches diam.)	Motor Pulley Diameter 4½" Speed of Driven Machine (R. P. M.)	5½"
3	2600	3150
4	2000	2375
4	1550	1900
6	1300	1600
7	1100	1350
8	975	1200
10	775	950
12	550	800
14	550	675
16	485	600
18	425	525
20	390	475
22	350	425
24	325	400

The above figures are based on motor speed of 1725 R P M.

* * *

This is an age of specialization, and the farmer today is becoming more and more scientific. Agriculture is adopting the methods of city industry. American farming is becoming fully as efficient as manufacturing.

Back in the days of the Roman Empire a farmer was content to get out of the soil only enough to support himself and his family. Only a century and a half ago the greatest shadow on the picture was the fear that the supply of food might not be sufficient for the coming generation. That fear has long since vanished and the farmer is now being taught to solve his problems as any industrialist would.

Electricity is now one of the most promising methods by which the farmer can cut down his labor cost. The farmers' wives are learning rapidly all the uses for electricity that her sister in the city knows. She is kept informed of all the latest appliances that will lighten her work. The coming generation are being taught their uses. The farmer himself is being shown how electrically driven equipment will save him money.

* * *

As we have emphasized before: Are you up on your toes and getting your share of the electric motor and appliance business that is going into your territory?

As the network of "high lines" rapidly increases throughout the rural sections, the farmers in ever-increasing numbers are thinking how to adapt this electric power to their farm work.

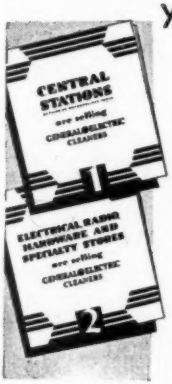
Not so long ago the average farmer's dream was to have a building on his farm in which he could run a line shaft and hook up all the power-driven equipment, thus having all his power-driven machinery under one roof. He has learned since that time, however, that in order to reduce his work to the minimum he must locate the power driven machines as near as he can to the material he is working upon. Thus, if he wishes to grind corn he must have his corn grinder near the corn crib, and not have to move his corn to some distant building or place to get it ground.

As the farmers are learning more and more about the scientific feeding of stock they are increasing their grinding and mixing of feeds. This, together with the many other odd jobs around the farm that can be done more

With the holiday demand

and one of these four plans

your cleaner sales will *speed up*



There are four General Electric Cleaner sales plans which may look tame in print—but how they have pulled in business! Four different programs, each tried and found to be a *live* sales-builder.

1. For Central Stations (outside of Metropolitan Areas)
2. For Electrical, Radio, Hardware and Specialty Stores
3. For Department Stores
4. For Furniture Stores

We can't outline the plans here. But if you'll write us and say which type of shop you run, we'll be glad to send you *your* plan and show you how it has worked for others in your line of business. Just address Section C-6210, Merchandise Department, General Electric Company, Bridgeport, Conn.

Two sets of attachments with special swivel joints . . . at $6.50 and $10.00.
*Prices apply East of the Rockies.

GENERAL ELECTRIC CLEANER

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT

BROWER'S VIOLET LIGHT
BROODER
With New Heat Control **$8.50**

Brower's Electric "Save-All" fully automatic brooders raise from 10 to 20% more chicks. Less attention, labor, time. Many exclusive features. Galvanized steel, with asbestos-filled, heat-saving lining and metal warmth-deflector. Pilot bulb is violet; heating unit enclosed, guaranteed. Special thermometer. Brower's heat control saves current. Shipped complete with cord, ready for socket. Order direct, if in a hurry, at these prices. State voltage.

75 day old chick cap. .....$ 8.50
125 day old chick cap. 9.75
300 day old chick cap. 13.50
600 day old chick cap. 18.00
1000 day old chick cap. 22.00

Write for BIG CATALOG showing over 350 items including Electric Storage Brooders, Feed Mixers, Alarms, Fountain Heaters, Time Switches, Heating Elements, Automatic Controls, Oat Sprouters, Egg Testers, and Sprayers.

BROWER MFG. CO., Dept. 3538, Quincy, Ill.

DEALERS—Write for proposition.

easily with power-driven machinery, together with the availability of electricity as a power supply, is rapidly developing a demand for a portable farm motor, one that can be moved to the power-driven machinery and used any place on the farm where there is current.

Here is a closing thought: Any man or woman who does what a little electric motor can do is working for less than four cents per hour.

N. E. M. A. Meets in October. The National Electric Manufacturers Association announces that it will hold its annual convention at the Wardman Park Hotel, Washington, D.C., during the week of October 7th.

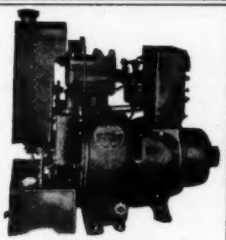
Zink Joins Westinghouse

Frank J. Zink, formerly field engineer of the Iowa State Experimental Station, at Iowa State College, Ames, Iowa, has joined the Westinghouse Electric & Manufacturing Co. as engineer of the rural electrification division.

Electric Feed Grinding Features Hoosier Fair

"Everything points to a record fall and winter business along the rural high lines," in the opinion of Ralph Prater, Pres., Prater Pulverizer Co., of Chicago. Mr. Prater stands before the mammoth tent exhibit successfully conducted at the September State Fair by the Indiana Electric Light Association, in collaboration with the Agricultural Experiment Station of Purdue University.

Cash in on the electricity idea



Small batteries carry loads up to 200 watts—plant starts automatically on heavier loads.

The electricity idea has taken the farm and suburban home by storm. Home owners everywhere realize the tremendous advantages of electricity. It is no task to sell them the SUNBEAM Electric Plant when they once know its outstanding features. You can increase your profits this year by displaying and featuring the SUNBEAM as a standard item in your store.

Take on the SUNBEAM Electric Plant. Talk electricity to every customer. Many of your farm and suburban customers are prospects. Profitable sales of electrical appliances always follow a SUNBEAM sale. Write for complete information.

SUNBEAM ELECTRIC FARM-LITE

Starts, Oils, Regulates and Stops Itself

SUNBEAM ELECTRIC MANUFACTURING CO.
Dept. 14, Evansville, Ind.
Mfrs. of Railroad Lighting Equipment since 1883

Blue Ribbon Electric Milker

A Portable Milker Requiring No Installation

The "Blue Ribbon" is a self-contained milker, requiring no pipe lines or extra equipment of any kind. It operates direct from the light socket of either high line or farm light plant. A beautiful catalog and complete information will be sent on request. Write us today.

Electric Products Corporation
7 Bluff Ave., La Grange, Ill.

Cullman Electric Pump Drive ¼ to 1 H.P.

Chain drive on motor acts as flexible coupling and prolongs life of gears.

The patented Load Equalizer makes starting easy and minimizes current consumption; self lubricating, easy to install, no foundation required.

Send for literature and prices.

Cullman Wheel Co.
1342 Altgeld St.
Chicago, Ill.

Selling Farm Pumps

(*Continued from page D 7*)

no pump should be sold which cannot be serviced without extensive loss to the dealer; and if it can't be serviced at all, it should not be sold, because the dissatisfaction that is likely to arise as a result will kill more potential profit than the actual profit represented in the unsatisfactory deal.

The company gives a reasonable amount of free service with each sale. It maintains a special service car and a man who devotes all his time to checking up on installations and answering service calls.

Luther Reduces Prices

Luther, Inc., manufacturers of motor driven and other grinders, announce a reduction in their popular type power grinder from $11 to $9. This particular grinder is the combination of sickle and tool grinder, and was formerly listed at $11 (without motor).

The company has just issued an attractive four-page illustrated circular, "Grinding Farm Edge Tools," which is available upon request.

Allied Power & Light Selects Prater Mill

Announcement has been made recently of the selection of the Prater Farm Mill by the Allied Power and Light Corporation of Jackson, Michigan, as the "entering wedge" of an aggressive rural merchandising program.

The broad smiles of the Peoria Sales organization tell the story of a successful demonstration. C. D. Henry, Sales Manager, Central Illinois Light Company, is the gentleman with the exceptionally big smile directly in the center of the group. R. W. Moltke, in charge of rural electrification, is third from the left

The Prater Pulverizer Company is cooperating with the Allied group in introducing the Prater Farm Mill to their farm customers. Feed grinding demonstrations are being held at strategic points. These demonstrations are conducted by an authority in the rural electric field, whose name will carry weight with the farmer.

The accompanying photographs show a demonstration staged at Eureka, Ill., on September 7th by the Central Illinois Light Company, one of the Allied properties.

The Peoria boys certainly do the job right. The tent housed a Westinghouse range, an electric refrigerator, and refreshments were served by the Home Service Department. The Eureka demonstration concluded a week of successful demonstrations in various districts.

Professor E. W. Lehmann, head of the Agricultural Engineering Department at the University of Illinois, conducted the Eureka demonstration.

Here's the Prater feed grinding set-up at Eureka, Ill.